



*Montana WIC Program
Building a Healthy Montana
Promoting & Supporting
Breastfeeding*

TO: WIC Authorized Retailers
FROM: Carrie Reynolds - Retail Services
DATE: August 24, 2010
SUBJECT: Additions to Food List - Effective October 1, 2010

As you know, in 2009, the WIC Program changed its food packages to better meet the needs of its participants. This change has been well received and WIC participants are now consuming more fruits & vegetables as well as whole grain items. Montana WIC authorized retailers played an important role in these changes and your efforts to train your staff and stock the items on your shelves are greatly appreciated.

In the past year, two more bread items that meet WIC requirements have become available, as well as additional tortillas. The decision to remove Welch's and Tree Top juice from the Food List saved the Program money, but caused stocking issues for some of our stores, so those items will be put back on the Food List in frozen, 64 ounce and 48-46 ounce sizes of plastic bottles. Some Cold and Hot Breakfast Cereals have been added as well as Adams peanut butter and some store brand juices. The table below details the changes, but please keep in mind that the items are not available for purchase with WIC benefits until October 1, 2010.

Many of these items are included on the enclosed price survey, so your pricing file will be ready for the change. These additions do not affect the stocking requirements, but might make it easier to meet some of them.

Updates will be effective October 1, 2010

Category	Food Item	Brands Added	UPC code
Cheese	16 oz string cheese	Kraft	
Whole Grain	16 oz loaf bread	Franz 100% Whole Wheat Sara Lee Classic 100% Whole Wheat	7222000118 7294561103
	16 oz package tortillas	Guerrero – white corn & whole wheat Mission – whole wheat	4856406005 & 4856407107 7373107076
Juice	64 oz tomato	Albertsons, Campbell's, Western Family	
plastic bottle	64 oz vegetable	Albertsons, Great Value, Safeway, Western Family, V8	
	64 oz apple	Flavorite, Great Value, Tree Top	
	64 oz grape (purple & white)	Flavorite, Great Value, Welch's	
frozen	12-11.5 oz orange	Flavorite	
	12-11.5 oz apple	Tree Top	
	12-11.5 oz grape (purple & white)	Welch's	
plastic bottle	48-46 oz apple	Tree Top	
	48-46 oz grape (purple & white)	Welch's	
Peanut Butter	18-16 oz jar	Adams	
Breakfast Cereal - Cold	Oats & More - Almond & Honey Crunch Honey Oats - Almond Honey Bunches of Oats – Cinnamon & Vanilla	Albertsons Great Value Post	
Hot	12-11oz box Instant Oatmeal	Albertsons, Kroger	
	28-36oz box Hot Wheat Cereal	Great Value Quick Farina, Malt O Meal	

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The Montana WIC Program materials are receiving a fresh look and the new Food List will be part of a full color booklet. The Retailer version will also have benefit redemption guides and tips on how to correctly process WIC benefits. The Booklets, along with "We Accept WIC Benefits" window decals (to replace the paper posters), and updated shelf tags will be sent to your store in September, so your staff can be trained on the changes before they take place.

WIC appreciates your store being a partner with us in providing nutritious foods to Montana's children. If you have any questions about the changes, please let us know. 1-800-433-4298 option 2

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